



Schedule 78 SPORTS: Sports, Promotional, Outdoor, Recreation, Trophies & Signs

5 Categories

- 366 22 Trade Show Displays & Exhibit Systems & Related Products
- 366 23 Flags, Banners, Pennants, & Related Products
- 402 5 Awards (SB set aside)
- 402 7 Pens & writing instruments, magnets, stress....
- 402 99 Intro of Products & Services related to the above.

SPORTS Promotional Items

- Comptroller General of the US: “govt funds should not be used to purchase promotional or memento items.”

OGC 5090.1: The purchase of promotional or memento items is appropriate, however, under circumstances where their purchase is reasonably necessary to further an authorized Agency function or mission.”

OGC 5090.1

- A promotional Item is an item intended to communicate an authorized agency event, service, product, or business line.
- \$5 or less: May be purchased as part of a marketing effort without prior approval.
- More than \$5: May be purchased as part of a marketing effort with approval of appropriate Head of Service or Staff Office or Regional Administrator.

OGC 5090.1

- Promotional Items should not be personal in nature
- “In general, an agency may not use appropriated funds to purchase items considered personal expenses...without specific authority.” B-301184 (15 Jan 2004)

OGC 5090.1

- ***What is personal?***
 - Food, eating utensils, clothing, toys and sporting equipment. T-shirts, coffee mugs
- ***What is not personal?***
 - Pens, pencils, mouse pads, and other similar office supplies.

OGC 5090.1

- The items should display GSA's logo or the specific office's contact information, such as a telephone number or a website. The key is that the items should convey information about the subject they are supposed to promote.

OGC 5090.1

- ***Memento items are NOT authorized.***
 - A memento item is an item given to an individual (employee or otherwise) to serve as an award, souvenir, keepsake, or token of thanks. Memento items, no matter their value, are considered personal gifts, and thus are not authorized.”
- ***See Awards:***
 - 5 USC pp 4503. Agency Awards. The head of an agency may pay a cash reward to, *and incur necessary expense for the honorary recognition of*, an employee.

GSA Events

Two ways:

- **GSA owned & operated:**
 - Network Services
 - Environmental
 - Fleet
 - SmartPay
 - Expo
 - Typical Purchases:
 - Pre-event: upscale items, coins, trade for a registration
 - On-site: reg bags, speaker gifts, portfolios, flags, banners
- **Exhibitor in somebody else's show**
 - 10X10 pop-ups & table tops
 - Give-aways; Less than \$5 rule
 - Interesting, Innovative

In Conclusion....

- OGC 5090.1 is 7+ years old, but still the rule.
- Marketing edge:
 - Meet agency SB % goals
 - Small purchase thresholds.
- Parting advice:
 - Feature American Made products
 - Trade Agreement Act compliant